

The Nordic leading trade magazine in public transport

Trafikforum is the Nordic leading industry magazine for all kinds of passenger traffic except air travel. Trafikforum observe everything from topical and regional public transport to long-distance traffic by bus, train and taxi. Whole Sweden are monitored and we also carry out relevant international coverage. The magazine are complements with our website rt-forum.se with daily reporting and newsletter every week. We create our own industry meetings and cover all Important seminars and fairs. The target groups are politicians and authorities with public transport as a responsibility as well as all suppliers of vehicles and all types of public transport equipment.

Trafikforum are working closely with the industry organization The Swedish Bus and Coach Federation "Sveriges Bussföretag" and published as a subscribed Digital-magazine and printed paper magazine.

Thomas Dietl, Editor-in-Chief
Resforum and Trafikforum

Event 2019

- Busstorget, "Bus Square", April 11-12
- Kollektivtrafikdagen, "Public Transport Day", May 15
- Bussförar-SM, "Bus Driver Championship", September 9, Gillingebanan

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TRAFIK FORUM

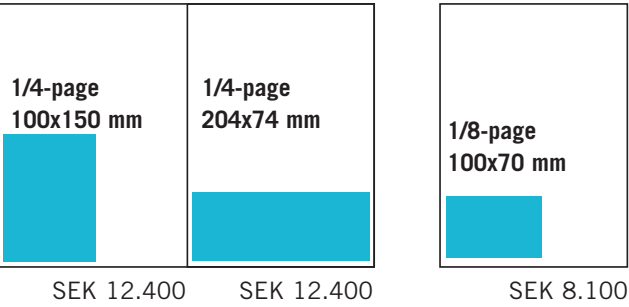
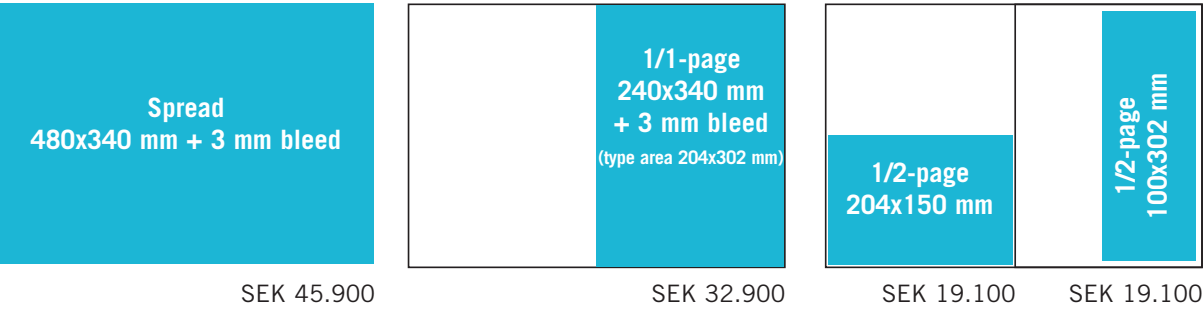
Media Info 2019



Publishing Schedule 2019

Issue	Publ. date	Material	Trade Fairs/Events/Theme
1	February 7	January 17	Transportforum
2 RES1	March12	February 19	Busstorget
3	April 25	April 4	Kollektivtrafikdagen
4 RES2	May 29	May 8	UITP
e-magazine	June 18	June 4	Second Hand Market
5	August 22	August 2	
6 RES3	September 19	August 29	
7	October 24	October 3	Nordic Rail
8 RES4	November 28	November 7	

Advert format and prices print 2019



Second Hand Market	
1/1-page, 204x302 mm	SEK 12.000
1/2-page, 204x150 mm alt 100x302 mm	SEK 7.500
1/4-page, 100x150 mm alt 204x74 mm	SEK 5.500
1/8-page, 100x70 mm	SEK 4.200

Products & Services – In every issue	
1/4-page, 100x150 mm alt 204x74 mm	SEK 6.200
1/8-page, 100x70 mm	SEK 5.100

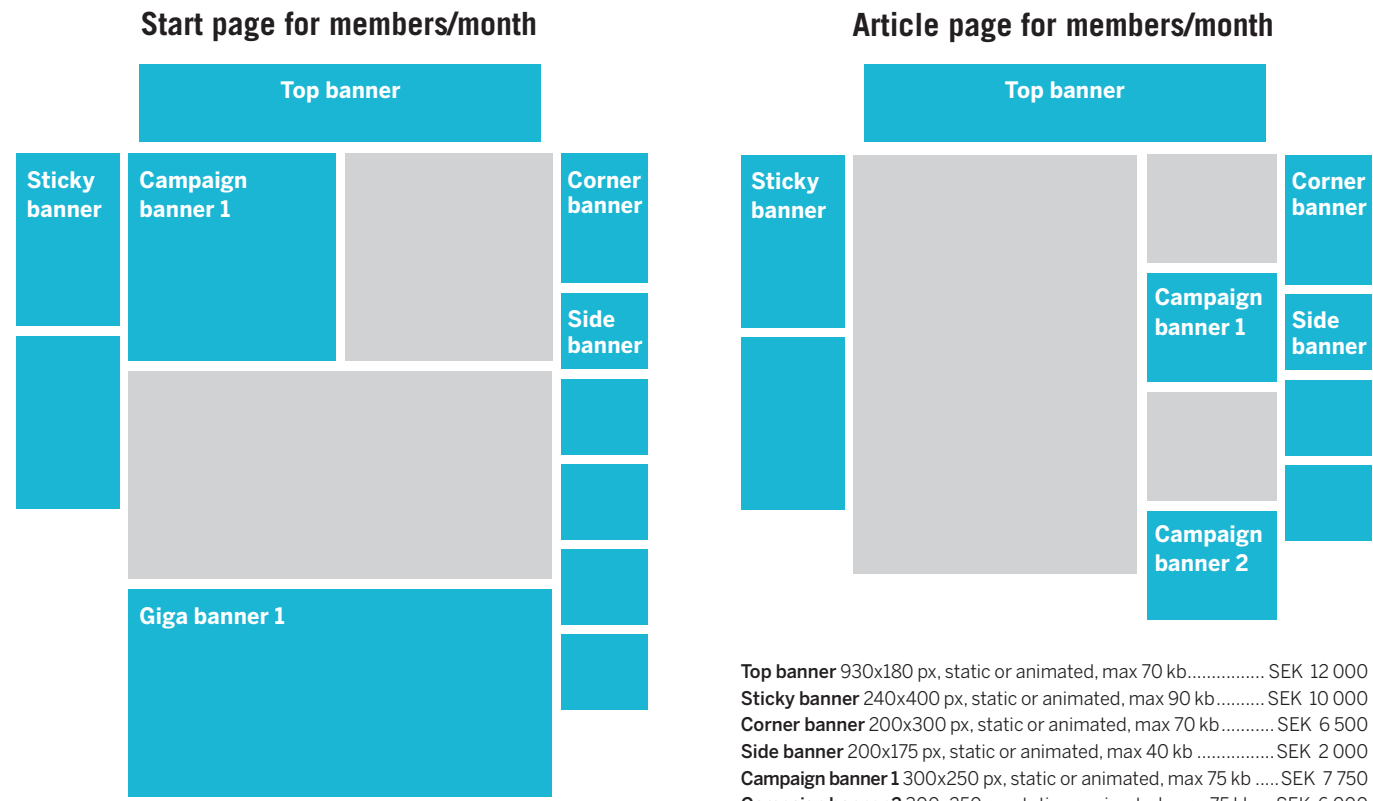
Special format	
1st Cover, Flash, 30x20 mm	SEK 4.800
1st Cover, Streamer, 240x30 mm	SEK 12.200
2nd Cover, 240x340 + 3 mm bleed	SEK 36.900
3rd Cover, 240x340 + 3 mm bleed	SEK 33.100
4th Cover, 240x340 + 3 mm bleed	SEK 40.900
Special format page 4-5, 480x94 mm	SEK 24.800

Web guide – Industry logos and URLs	
Web guide ad, 48x27 mm, 9 issues	SEK 7.900
Bussgolfen, Sponsor logo – ad "Golf ball"	SEK 1.900
Christmas ad, Christmas ad-pages	SEK 1.900

Supplements	
Price exempel: A4, 4–8 pages, Max 50 gram	SEK 30.100

Advertorials	
You contribute with facts. We compile/write and design your ad in an editorial manner as finished concepts.	

Advert format and prices web/newsletter 2019

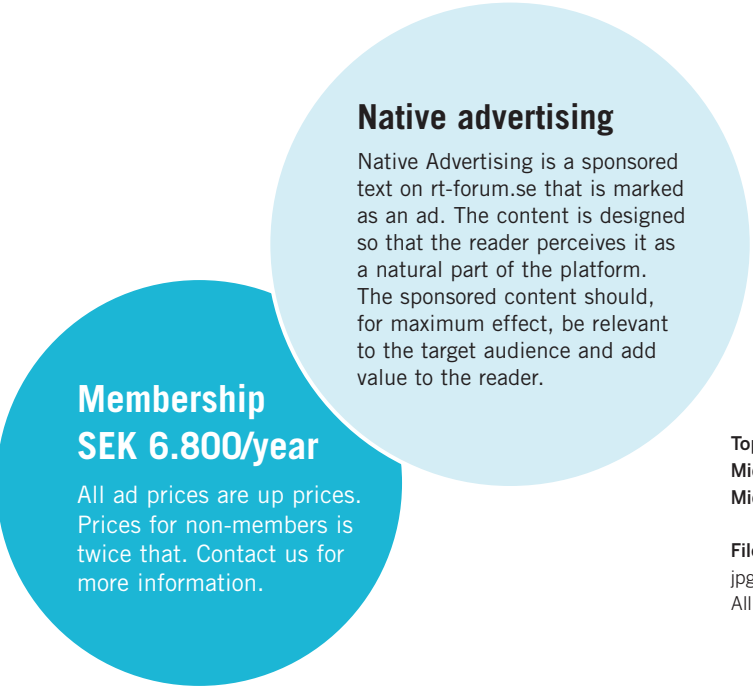


Top banner 930x180 px, static or animated, max 70 kb.....	SEK 12 000
Sticky banner 240x400 px, static or animated, max 90 kb.....	SEK 10 000
Corner banner 200x300 px, static or animated, max 70 kb.....	SEK 6 500
Side banner 200x175 px, static or animated, max 40 kb	SEK 2 000
Campaign banner 1 480x480 px, static or animated, max 75 kb	SEK 9 500
Giga banner 1 980x480 px, static or animated, max 150 kb	SEK 12 000

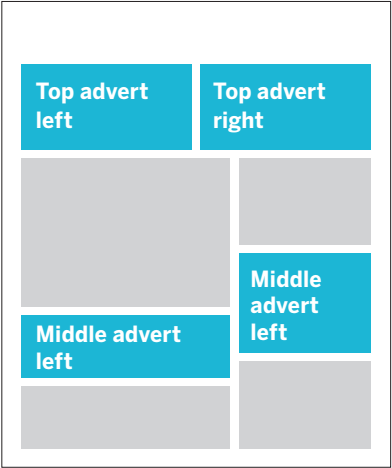
File types
Static: jpg, animated: gif, Html (zip-file), Script
All banners must be responsive. Animations should keep within 20 seconds.
Design of the ads included in the price.

Top banner 930x180 px, static or animated, max 70 kb.....	SEK 12 000
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Corner banner 200x300 px, static or animated, max 70 kb	SEK 6 500
Side banner 200x175 px, static or animated, max 40 kb	SEK 2 000
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 7 750
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 6 000

File types
Static: jpg, animated: gif, Html (zip-file), Script
All banners must be responsive. Animations should keep within 20 seconds.
Design of the ads included in the price.



Newsletter for members/day



Top advert left 400x200 px, static, max 50 kb	SEK 3 000
Middle advert left 490x147 px, static, max 50 kb.....	SEK 2 000
Middle advert right 310x235 px, static, max 50 kb	SEK 2 000

File types
jpg, gif or png.
All banners must be static. Design of the ads included in the price.